



Introducing WaterSense®

WaterSense Program  
U.S. Environmental Protection Agency



# Agenda

- **Welcome**
- **Get to Know WaterSense**
- **Partner Resources**
- **Partner Responsibilities**
- **Partner Collaboration**
- **Questions and Answers**
- **Close**



# A Thirsty Nation

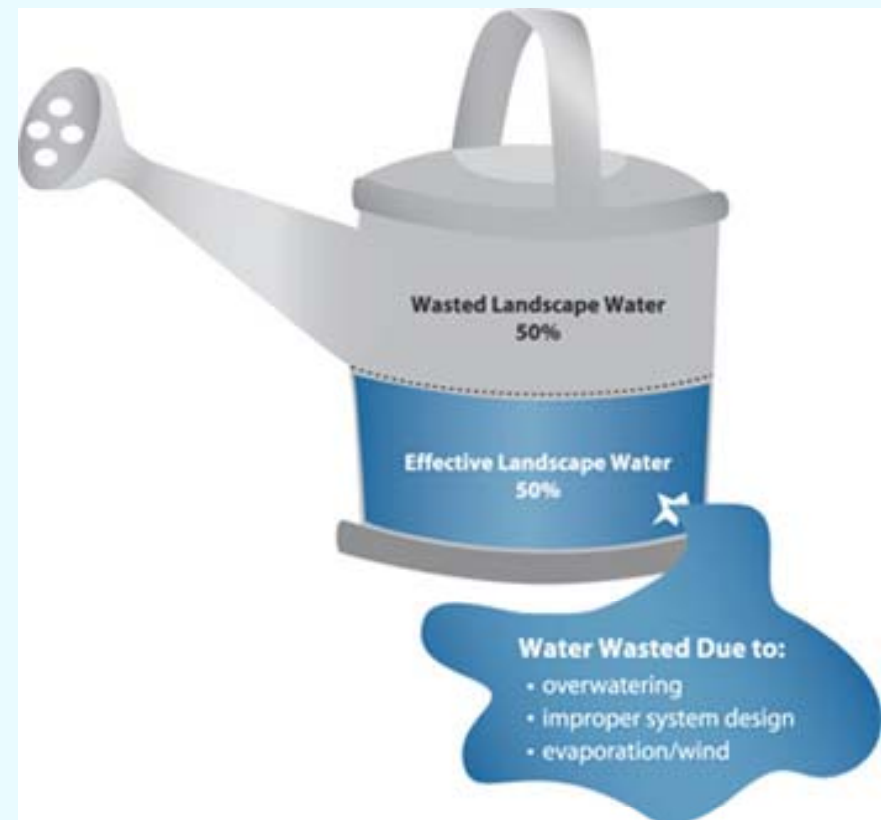
- Between 1950 and 2000, U.S. population doubled while the demand on public supply systems more than tripled
- At least 36 states are anticipating water shortages by 2013
- To save water for future generations, we need to use water more efficiently





## Inefficient Water Use

- Approximately 5% to 10% of American homes have water leaks that drip away 90 gallons a day or more
- Older toilets are 60% less efficient than today's high-efficiency toilets
- Up to 50% of landscape watering is wasted





# What Is WaterSense?



- Voluntary partnership and labeling program launched by EPA in 2006
- Simple way for consumers to identify products that use 20% less water and perform well
- Backed by EPA's efficiency and performance criteria
- Independently tested and certified



# What's Special About WaterSense?



- A label with integrity
  - Third-party bodies test and certify that products meet WaterSense criteria
  - Backed by the credibility of EPA
- Smart use of taxpayer dollars
  - Manufacturers absorb research, testing, and branding costs
  - Licensed certifying bodies certify the products and police the label's use
  - EPA leverages national network of partners to promote WaterSense



# WaterSense Labeled Fixtures

- Toilets
  - 363+ labeled models
- Faucets and faucet accessories
  - 1,349+ labeled models
- Find Products
  - [www.epa.gov/watersense](http://www.epa.gov/watersense)





# Product Pipeline

	Completed: 2006-2008	Planned: 2009 and Beyond
Irrigation	Certification for Irrigation Professionals	Moisture Sensors Drip Micro Technology Smart Controllers - NOI
Residential Plumbing	Toilets Faucets	Showerheads - NOI Water Softening Systems
Commercial Plumbing		Flushometer Valve Toilets Pre-rinse Spray Valves Flushing Urinals - Draft
Other		New Homes - Draft Autoclaves Medical Vacuums Additional Professional Certifications





# WaterSense New Homes

- **Program launch in Nov/Dec 2009**
- **Indoor**
  - Service pressure
  - Plumbing fixtures
  - Hot water distribution
  - Appliances (if installed)
  - Other equipment (if installed)
- **Outdoor**
  - Landscape design
  - Irrigation (if installed)
- **Homeowner Education**
  - Homeowner's manual





## Partner Resources



## Strength in Partnerships

- **EPA** creates specifications with stakeholders
- **Manufacturers** design and create products
- **Certification bodies** test and label products
- **Retailers/Distributors** get products on shelves
- **Promotional partners** spread the word
  - Utilities, State and Local Governments, Nonprofit Organizations
- **Irrigation partners** work with homeowners



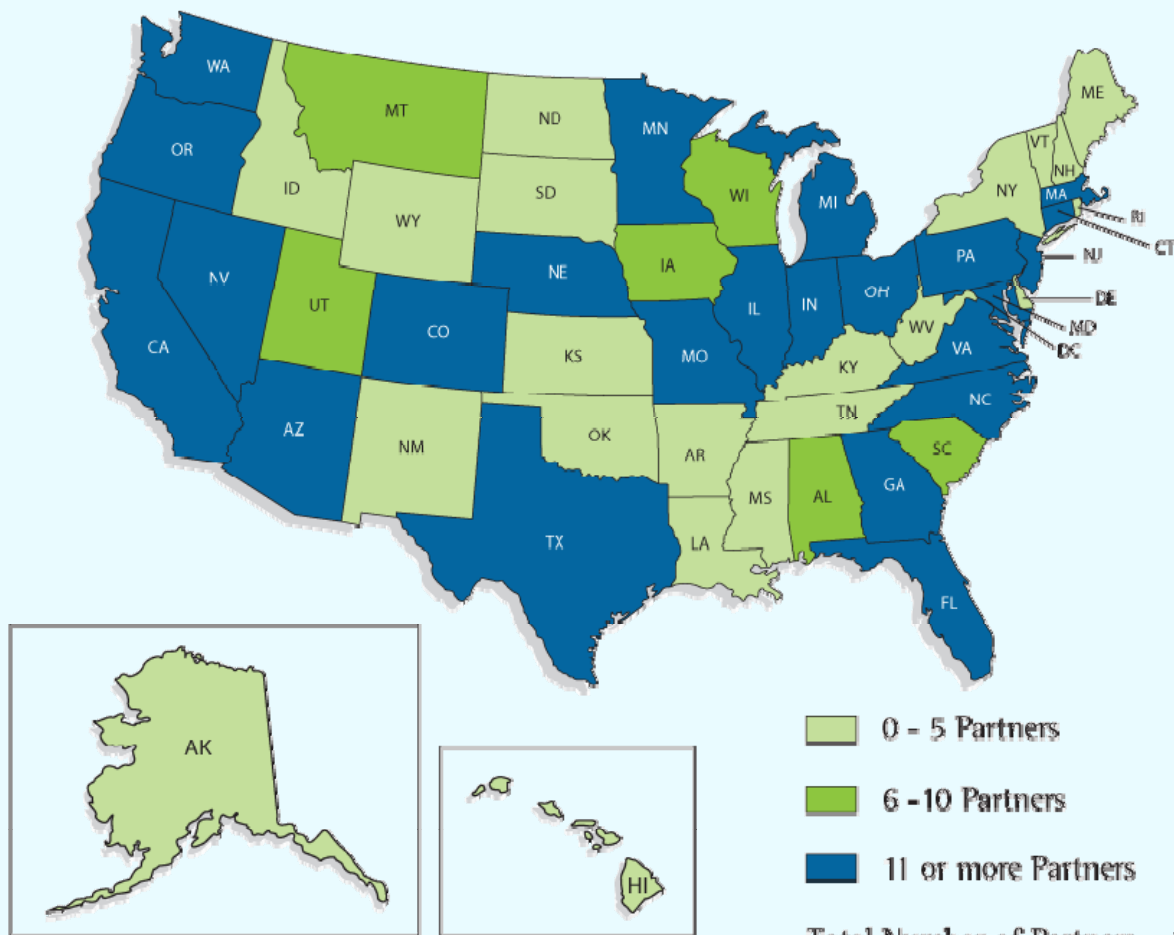
# WaterSense Partner Base

## Partners:

- 500 Promotional Partners
  - 234 utilities
  - 98 local governments
  - 45 state agencies
  - 1 federal agency
  - 47 NGOs
  - 35 trade associations
- 100 Manufacturers
- 125 Retailers/Distributors
- 4 Certifying Organizations
- 787 Irrigation Partners



## More Than 700 Irrigation Partners



Note: Number of partners does not include those in Canada or U.S. territories.



## Benefits of Participation

- National specifications for water-efficient products and services
- Recognition as a leader in water efficiency from EPA
- Membership in a national network of water-efficiency leaders
- Access to materials, templates, and logo or label
- Tools for promoting WaterSense labeled products, certification programs, and practices
- Reduces in-house research needs





# National News Coverage

- WaterSense has been featured in numerous media outlets, including:
  - CNN
  - Today Show
  - Good Morning America
  - National Geographic
  - USA Today
  - Newsweek
- Media outreach has resulted in nearly \$16 million in advertising value and has left more than 1.2 billion “impressions.”

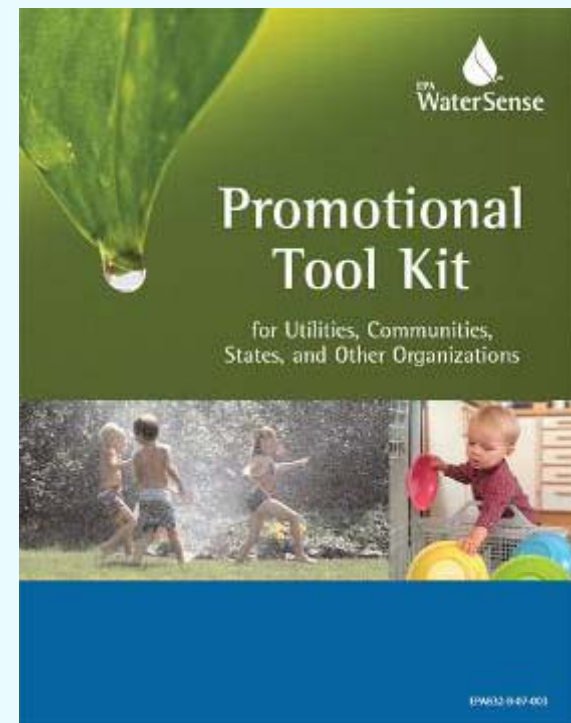




# WaterSense Tools & Resources— Promotional Tool Kit

## Promotional Partners Tool Kit

- *Audience:* Utilities, Communities, Water Districts, NGOs, Trade Associations
- Promotes WaterSense overall as a brand and reminds consumers to look for WaterSense labeled products
- General WaterSense marketing materials, fact sheets, media outreach, water bill stuffers

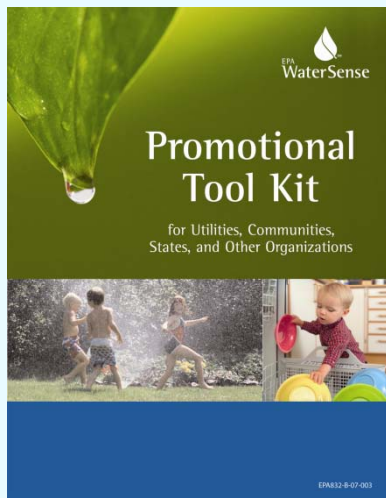







# Sample Partner Resources

## ■ Tool Kits




## ■ PSAs

IMAGINE  
YOUR KIDS  
RUNNING  
THROUGH THE  
WATER SPRINKLER.  
MINUS THE WATER.



It's a fact the average person unknowingly wastes up to 30 gallons of water every day. But there is something we can do. Just practice simple water saving actions, and that will go a long way in ensuring an adequate water (and sprinkler) supply in the future. Like to learn more? Visit [www.epa.gov/watersense](http://www.epa.gov/watersense).




Want to Cut Your Water Bill by 10 percent?

Older toilets can use 75 to 80 percent more water per flush than new high-efficiency models. Leaky faucets can waste more than 2,700 gallons of water per year.

Don't let your water and money go down the drain! Look for products with EPA's WaterSense<sup>SM</sup> label and start saving today!

WaterSense is a voluntary public-private partnership program sponsored by the U.S. Environmental Protection Agency. Its mission is to protect the future of our nation's water supply by promoting and enhancing the market for water-efficient products and services. Learn more by visiting the WaterSense Web site at [www.epa.gov/watersense](http://www.epa.gov/watersense).



- Bill stuffer, magnet, and water bottle templates





# WaterSense Tools & Resources— Labeling & Sales Tool Kits

## Labeling Tool Kit

- *Audience:* Manufacturers, Certifying Organizations
- Marketing/branding materials, training, fact sheets, point-of-purchase displays



## Sales Tool Kit

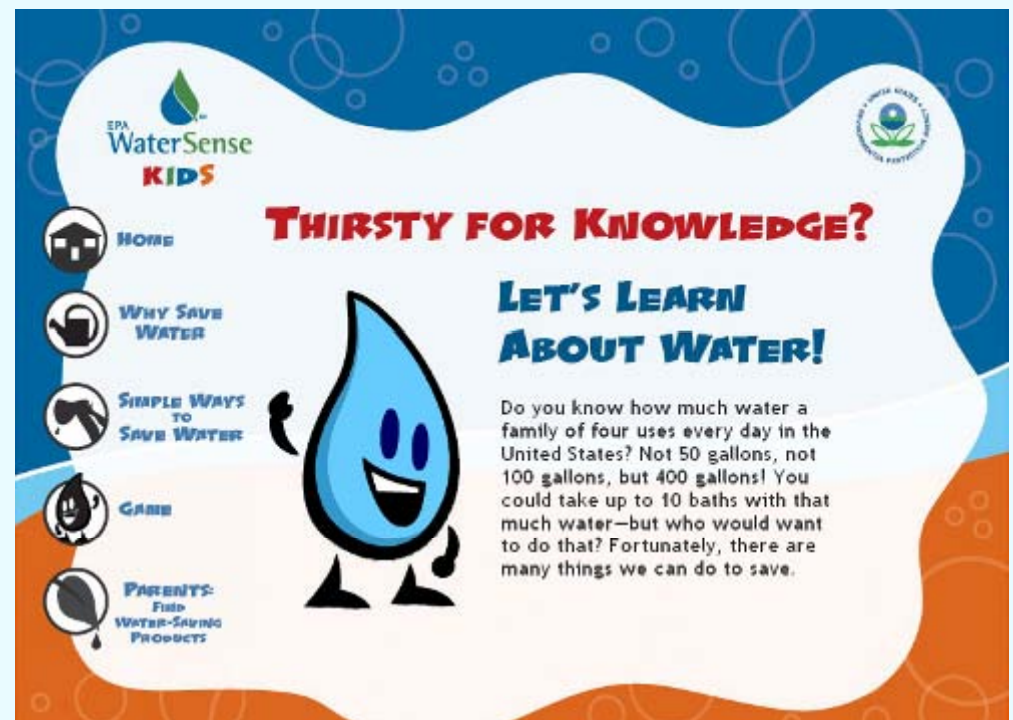
- *Audience:* Retailers, Distributors
- Marketing/branding materials, in-store promotional materials, advertising concepts, fact sheets, training and informational materials for sales staff





# WaterSense Kids Web Site

- Includes:
  - Why save water
  - Simple ways to save water
  - Test Your WaterSense game for kids
  - Where to find water-saving products
  - Teacher's curriculum





## Partner Responsibilities



## What Do Partners Do?

- Promote indoor and outdoor water efficiency and WaterSense labeled products and programs
- Participate in quarterly partner forums and receive quarterly e-newsletters
- Submit brief annual update on water-efficiency activities
- (Optional) Submit award application





# Annual Reporting

- Brief two-page annual reporting forms are due in March of each year
- Used to track program impact and get feedback
- Collects information on marketing activities, incentives, and products
- All information marked will be treated as Confidential Business Information
- EPA and public only have access to aggregate product data



## Partner of the Year Awards

- Annual WaterSense awards program – 2<sup>nd</sup> year
- Four primary awards categories:
  - Promotional Partner of the Year
  - Manufacturer Partner of the Year
  - Retailer/Distributor Partner of the Year
  - Irrigation Partner of the Year
- Recognize partners' achievements and support of WaterSense brand



## Partner Collaboration





## Example #1: Fix a Leak Week



- Week to remind Americans to check their homes and irrigation systems for leaks
- WaterSense partners promoted event across the country March 16–20, 2009
- National kickoff in Phoenix, Arizona
- Partnership between:
  - EPA
  - City of Phoenix
  - Arizona Department of Water Resources
  - Ferguson
  - Local residents
- National pledge on WaterSense Web site



## Activities

- Gained customer and media interest by setting up a demonstration project a week prior to March 16 kickoff event:
  - Created display at resident's home
  - Measured leaks of toilets, faucets, and showerhead
- Promoted to media
- Held kickoff event at resident's home






# Results



**How much water have we pledged to save?**

 a drip

 a puddle

 a lake



## Example #2: Greater Gallatin Toilet Trade Out (G2T2)

- The players:
  - City of Bozeman, Montana
  - Kohler Co.
  - Ferguson Enterprises
  - A local citizen, plumbers, and state representative
- The gameplan:
  - Educate citizens about water efficiency and provide WaterSense labeled toilets at a discounted price





## Activities

- Resident and local state representative initiated a print, TV, radio advertising campaign
- City provided printing, postage, and mailing list for an event flier delivered in a monthly water bill
- Ferauson showcased WaterSense labeled
  - Southwest Montana Builders Industry Association donated booth space at their annual builder's fair for the trailer
- Allied Waste Services provided a dumpster for disposal of old toilets – later crushed into road aggregate by a local gravel company
- Local plumbers offered installation services at a reduced price

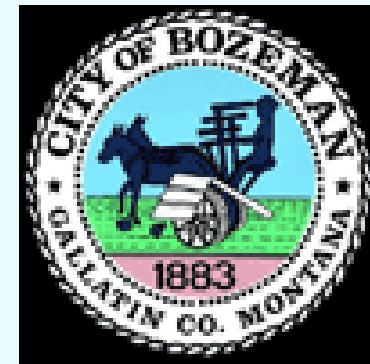






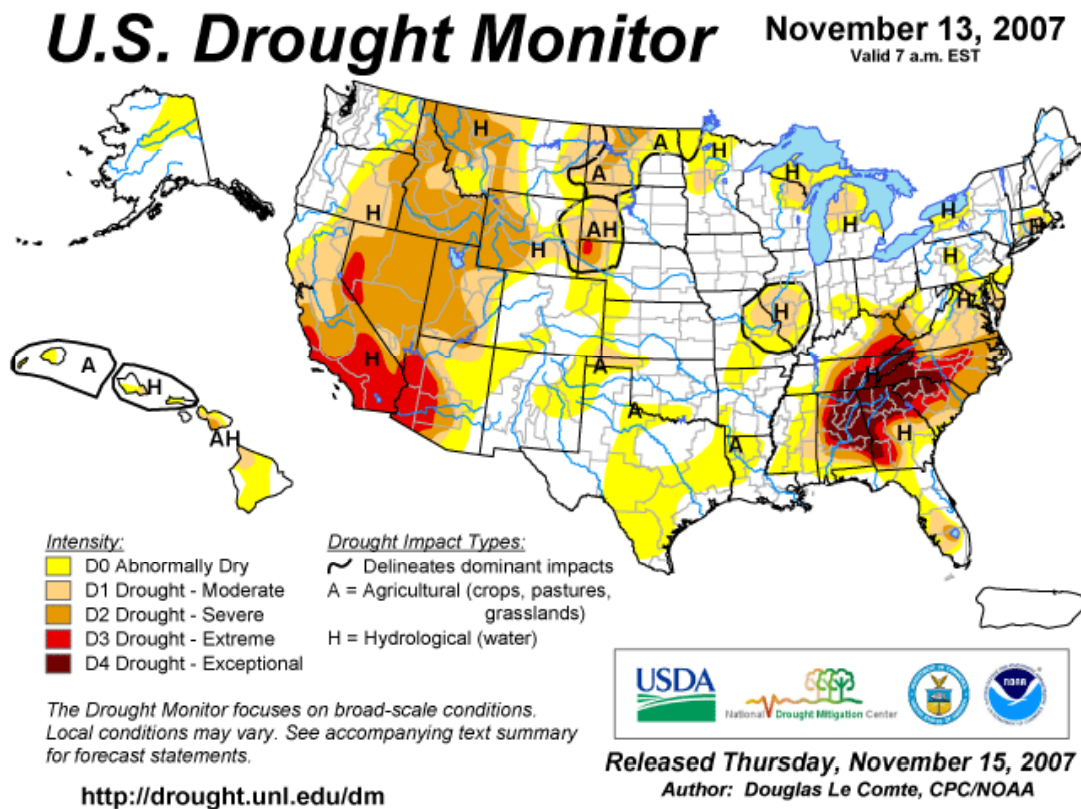
## Results

- 312 rebate applicants
  - About 3 percent of city accounts
- 875 WaterSense labeled toilets installed
- Estimated water savings of 3 million to 3.5 million gallons per year
- Program was a success due to the broad-based partnership and all parties understanding and utilizing each others strengths





## Example #3: Georgia Sales Tax Holiday



- Drought during 2007–2008 in the Southeast and the current economic climate provided the impetus for Georgia to institute its inaugural Sales Tax Holiday



# Activities

- Outreach to water utilities
  - Web sites
  - Brochures
  - Local public service announcements
- Outreach to media
  - Press conference at the Georgia State Capitol
  - Feature stories for print publications
  - Home improvement expert for radio interviews
- Media events
  - Tour of the Home Depot store
  - Kohler mobile restroom featured WaterSense labeled products
  - Held “flush-off” demonstrations with WaterSense labeled toilets





# Results

- Results were positive:
  - More than 250 rebates with a potential water savings of more than 4 million gallons per year
  - Sales tax holiday featured about 100 print, online, and radio broadcasts statewide
  - 127 television broadcast segments
  - Additional WaterSense labeled products were made available in stores
  - Several additional utilities signed on as WaterSense partners





## Additional Partner Coordination & Activities

- Bringing together partners to facilitate outreach in targeted metro areas
- Communicating with all partners to promote overall awareness of program and labeled products
- Working with major manufacturer, retail, and distributor partners to promote labeled products
- Recruit new WaterSense partners



# Partner Communications

- Partner Forum
  - Quarterly webcast conference call for partners
- *Partner Pipeline*
  - Quarterly eBulletin for partners
- *The WaterSense Current*
  - Quarterly newsletter for the public and your constituents
- Other
  - Partner recognition
  - Specification announcements
  - Conferences, news publications, etc.



## What Can You Do?

- Become a WaterSense partner
- Recruit new WaterSense partners
  - Irrigation professionals
  - Promotional partners, retailers, manufacturers
- Help launch new homes program locally
- Promote WaterSense labeled products
- Educate your customers about WaterSense



## More Information

- WaterSense Information
  - Web site: [www.epa.gov/watersense](http://www.epa.gov/watersense)
    - List of products
    - Partnership information
    - Educational fact sheets and resources
  - E-mail: [watersense@epa.gov](mailto:watersense@epa.gov)
  - **Toll-free Helpline:**  
**(866) WTR-SENS (987-7367)**
  
- EPA Contact: Tara O'Hare – Recruiting Lead
  - [ohare.tara@epa.gov](mailto:ohare.tara@epa.gov), 202-564-8836





Every drop counts.

